WORLD INTELLECTUAL PROPERTY ORGANIZATION International Bureau



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : G06F 17/60	A2	(11) International Publication Number: WO 99/33014	
		(43) International Publication Date: 1 July 1999 (01.07.99	
(21) International Application Number: PCT/US (22) International Filing Date: 18 December 1998 ((30) Priority Data: 08/994,924 19 December 1997 (19.12.9) (71) Applicant: A.C. NIELSEN COMPANY [US/US]; 1 Martingale Road, Schaumburg, IL 60173–2076 (US) (72) Inventors: JOHNSON, Barbara, Elizabeth; 285 Walter Elk Grove Village, IL 60007 (US). MARTIN Charles; 18898 Linden Avenue, Grayslake, IL 600 RABOLT, Kenneth, Francis; 33 Chelsea Lane, 60013 (US). HEALY, Keri, Anderson; 721 Park Bainbridge Island, WA 98110 (US). BYRON, Anne; 6255 N. Sheridan Road #30, Chicago, IL 606 BERZKALNS, Ilga, Anita; 8145 North Greendale, 60714 (US). (74) Agent: MCCRACKEN, William, E.; Marshall, O'To stein, Murray & Borun, 6300 Sears Tower, 23 Wacker Drive, Chicago, IL 60606–6402 (US).	18.12.9 7) U 50 Nor S). r Avenu J, Jame J30 (US Cary, Avenu Daniel 660 (US Niles,	BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GI GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KI KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MR MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SC SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BI BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN TD, TG). Published Without international search report and to be republished upon receipt of that report.	

(57) Abstract

A market research database includes industry code information containing industry codes (such as UPCs), naked product information containing information about naked products, package information containing information about packages, and product definition information linking naked product information, package information, and industry codes. Accordingly, the storage of information in the database is not dependent upon UPCs or other industry codes, making access to product related information difficult. The use of naked product information, together with the way of identifying products, facilitate a third normal form data-base.